

- Building a sustainable future for academic libraries:
How business librarians can help

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Hello!

I AM KATHARINE V. MACY

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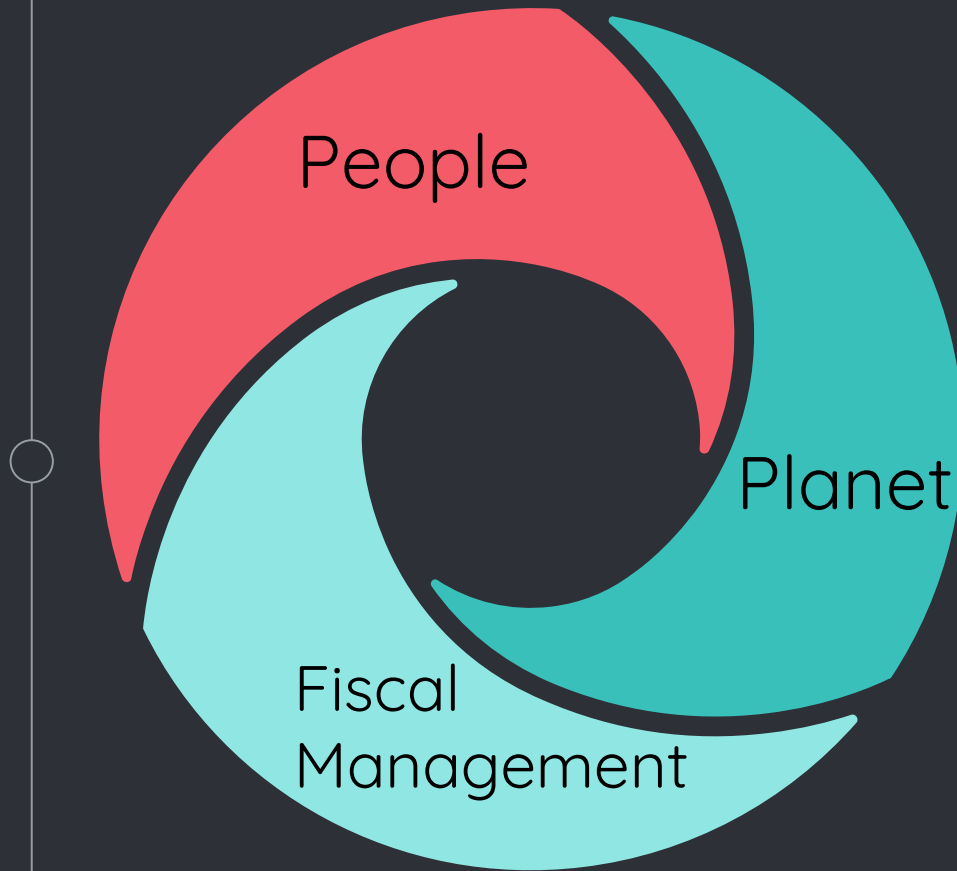
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Academic libraries aren't a business!

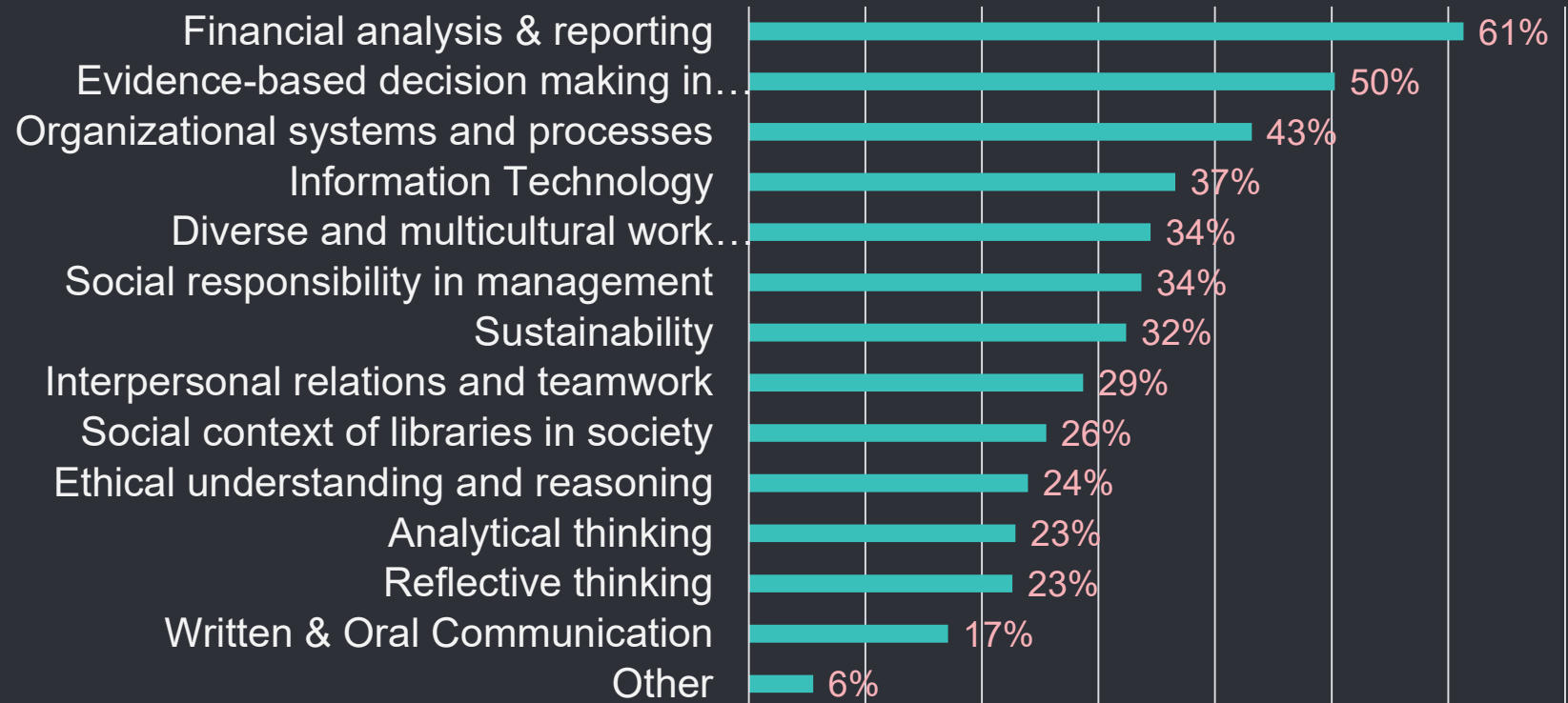
Yes, we know...but we can still learn from them.



Not quite as cool as
People Planet Profits
but we are libraries.

**Triple Bottom Line
– Library Edition**

Percent Valid Respondents that would like further development
in...(N=380)



Source: Survey study of Big Ten librarians and library staff in management positions in 2017 conducted by Heather A. Howard (Purdue University) and Katharine V. Macy (IUPUI)

2

Houston, we have a problem!

Academic libraries need change to ensure sustainability





2%

5-YR CAGR of Collection Budgets(IPEDS data for FY2019 Doctoral and Masters granting institutions)

5-6%

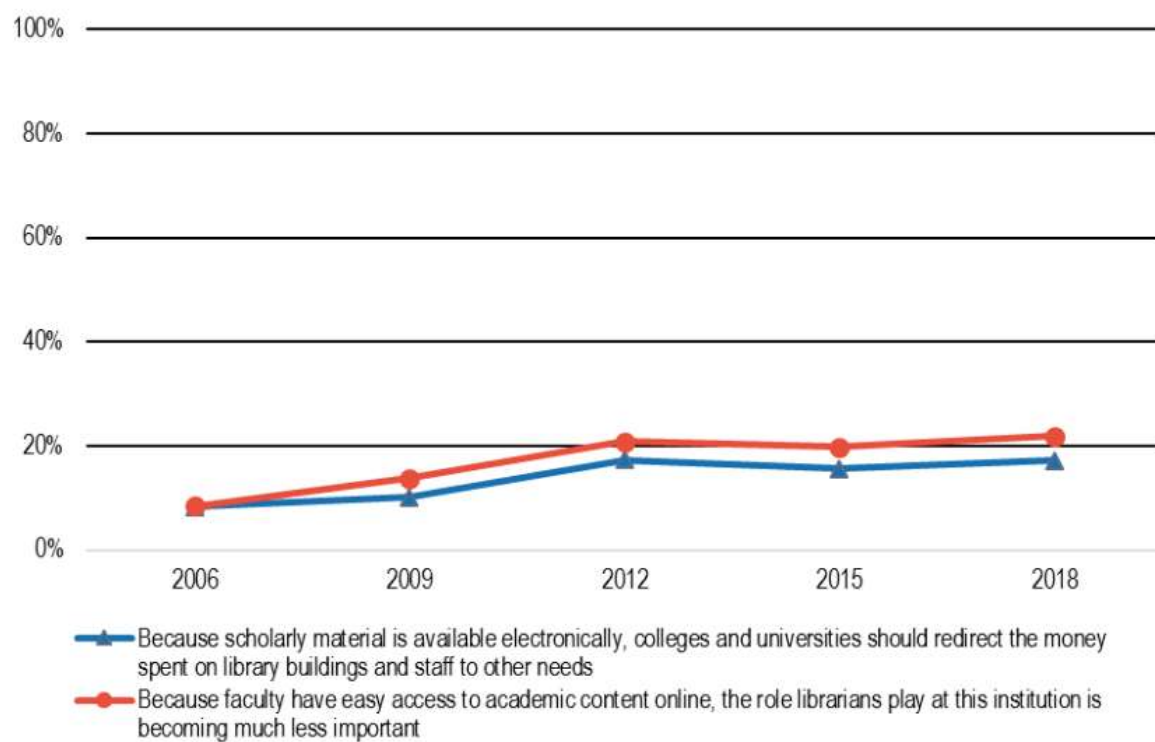
Projected annual increase for journal content (Library Journal 2020).

A significant gap!

52.7%

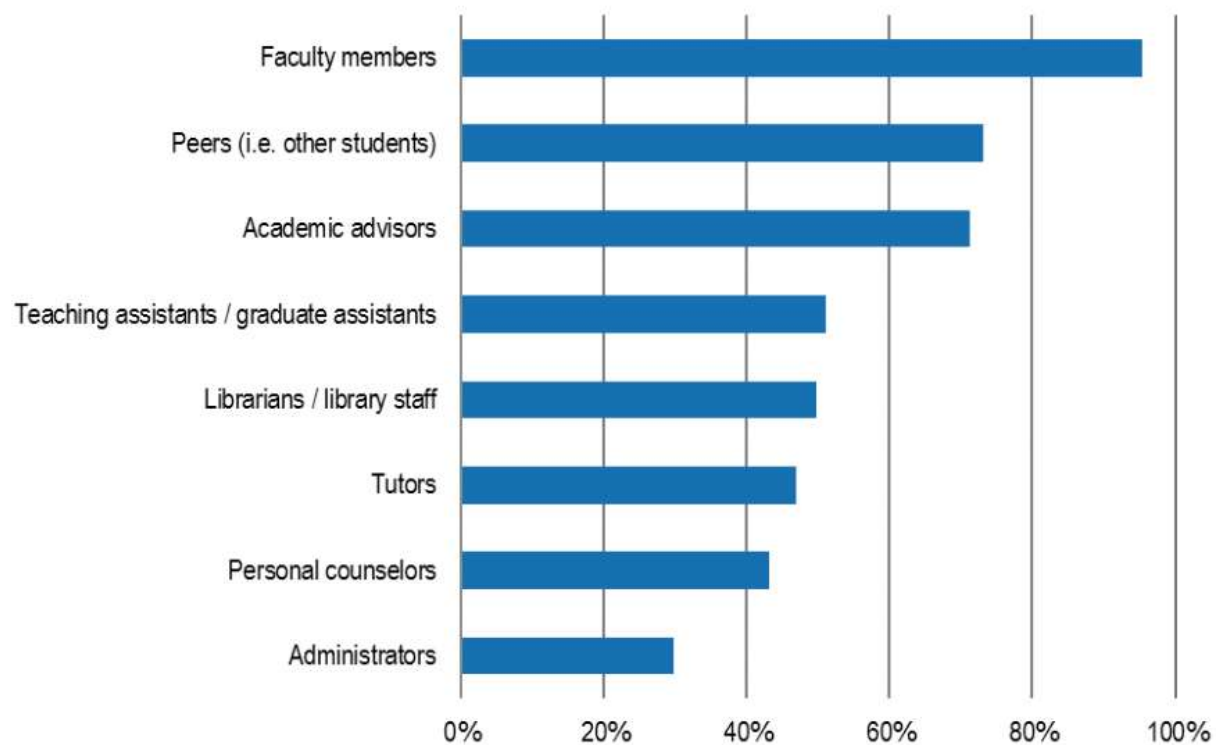
Portion of library budget spent on electronic materials at academic institutions. (Almanac 2018)

Figure 47: Please use the 10 to 1 scales below to indicate how well each statement describes your point of view. *Percent of respondents who strongly agreed with each statement.*

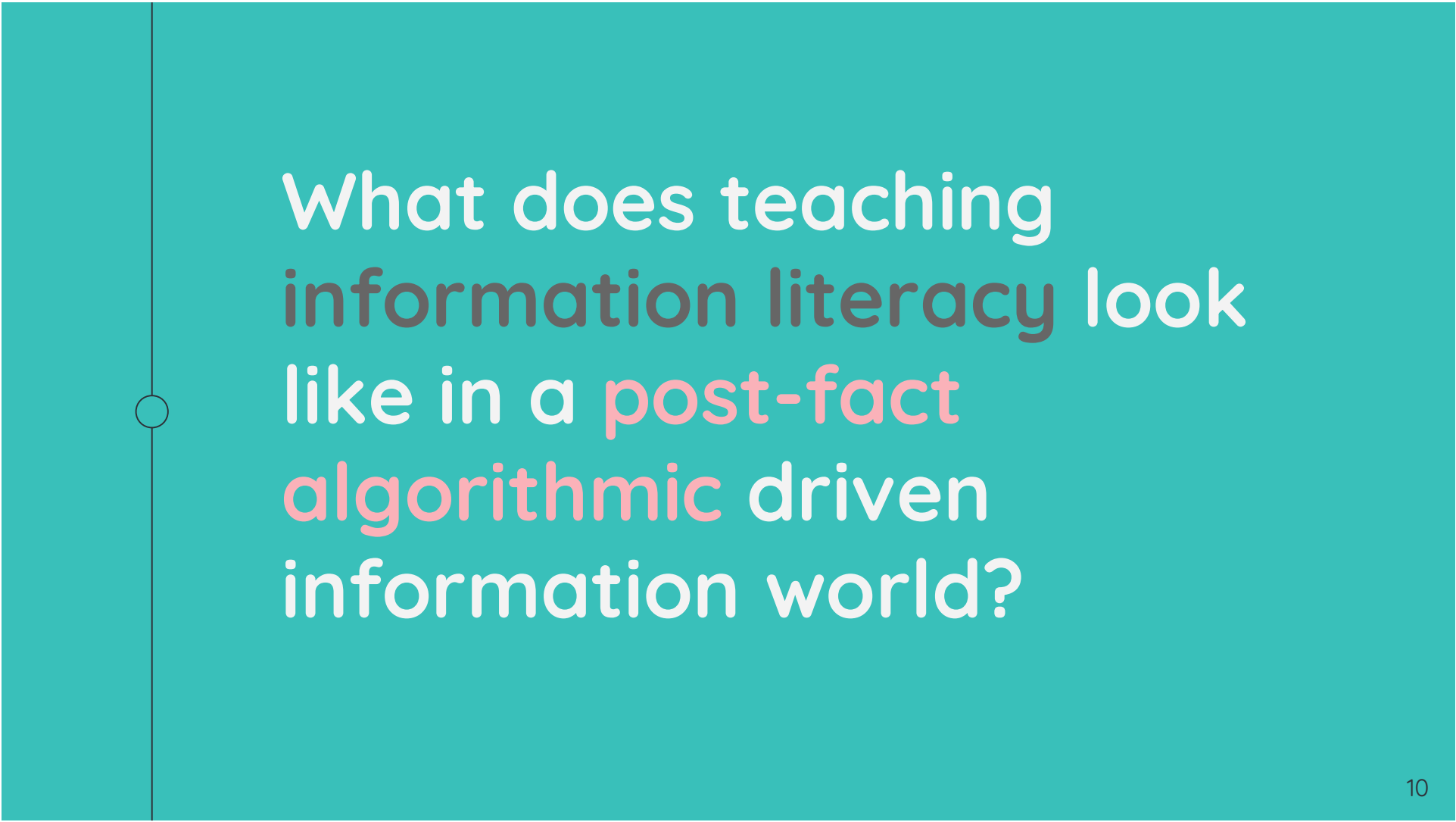


(Ithaka S+R US Faculty Survey 2018)

Figure 53: How important or unimportant are each of the following in contributing to student success at your college or university? Percent of respondents who indicated each of the following as highly important.^[7]



(Ithaka S+R US Faculty Survey 2018)




What does teaching
information literacy look
like in a post-fact
algorithmic driven
information world?

4

Business Librarians

The intelligence asset every academic library deserves



Using business information,
academic libraries can create
relative bargaining power
within scholarly publishing and
business analytics can be used
to support our libraries' values.

● Connecting Porter's Five Forces to Resource Evaluation & Negotiations

- Analyzing price sensitivity!
- Industry analysis and competitive intelligence

Some cool free resources from [SPARC](#)
[Big Deal Knowledge Base](#)
[SPARC Landscape Analysis](#)
Coming Soon: Journal Negotiations Toolkit!

(Porter 2008, Macy 2018)

Collection Scorecard 2.0*

*Fake data

Fake Business Article Database	
FYE CANCELLED	NA
CONSORTIUM	IUB
MULTIYEAR CONTRACT	0
CONTRACT EXPIRATION	0
ORDER ID	PO-5555555
VENDOR ID	IPIULIB
PUBLISHER	XYZPublishing
HOW FUNDED	PO
CURRENT SERIAL FUNDS	IS1BUS
% OF TOTAL SERIAL SPEND	1.53%
PARETO FLAG (80/20 COST)	Y
5-YR AVG PRICE INC/DEC	6.22%
3-YR AVG PRICE INC/DEC	7.08%
OVERLAP ANALYSIS	
Title Unique	96
Holding Unique	-
Total Unique	96
Full Holding Overlap	7,860
Partial Holding Overlap	10
Total Holding Overlap	7,870
Title Overlap	60
Total	8,026
Percent Full Overlap	99
Percent Unique	1
CONTENT	
Index/Abstract Only	No
Full Text Articles	Yes
E-Book	No
Primary Sources	No
Guides/ Handbooks/ Standards	No
Multimedia	No
Data & Statistics	No
Directory or Catalog	No
Encyclopedia or Dictionary	No

HISTORICAL								
YEAR	2014	2015	2016	2017	2018	2019	2020	3-Year
PRICE	\$ 35,000	\$ 37,000	\$ 37,500	\$ 40,000	\$ 42,500	\$ 45,000	\$ 48,500	\$ 136,000
USAGE	38,952	40,123	36,127	35,559	36,001	34,293	30,128	100,422
\$/USE	\$ 0.90	\$ 0.92	\$ 1.04	\$ 1.12	\$ 1.18	\$ 1.31	\$ 1.61	\$ 1.35
LIBGUIDE CLICKS			2,508	2,789	4,111	2,175	2,213	8,499

Permalink	
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Product Review	

COMPETITIVE PRODUCTS
ABI/INFORM and Business Source Complete offers similar content but not all the same journals.

SUBJECTS
Business, Economics, Engineering & Technology, Health Sciences, Labor Studies, Music, Psychology,

USE IN RESEARCH & TEACHING
Used when teaching journal database research in IL sessions in undergraduate business curriculum due to friendly search interface and ability to filter on NAICS, Ticker Symbols, etc.

UNIQUE CONTENT
Ability to search using Ticker Symbol, NAICS Code, Company names.

DUPLICATED CONTENT
14.5% of the content has full overlap with Business Source Complete. 9.8% has full overlap with ABI/INFORM. 65% of content is unique to content offered by a resources provided by XYZpublishing. 95% has fully overlap with XYZDatabase also provided by XYZPublishing.

CONTENT DETAILS
Scholarly, trade, and popular journal articles, market research and industry reports.


- How Business Librarians Can Help

- Connect librarians and staff involved in negotiations with up-to-date information on vendors, the industry, and key business analysis frameworks such as Porter's Five Forces
- Help library personnel understand the business information available
- Help prepare secondary data, news, and other business information that can be useful when negotiating significant contracts.

- PIL's Information Literacy in the Age of Algorithms

- Key Takeaways from PIL's research:

- College students have an ambivalent bond with algorithm-driven platforms
- Students use defensive practices to protect their privacy
- Trust is dead for many students, and skepticism lives
- Discussions of algorithms rarely make it into the classroom



There's no doubt that it will be difficult to shift the information-literacy narrative from an emphasis on finding, evaluating, and using information in an academic setting to something that addresses a broader understanding of how information flows through systems. Our information systems operate in a complex world in which messages take root in dark corners and spread rhizomatically through connections that are usually hidden from view, a world in which power users discover hacks to trip up algorithmic systems in ways the authors of the algorithms failed to anticipate, a world in which the rules of the game change constantly while the consequences of systems designed to share information virally pose a serious threat to democracy.

- Barbara Fister in *The Atlantic*

- How Business Librarians Can Help

- How information flows in today's world is easily tied to business practices and concepts which can be used in business classrooms.
- We can find examples of algorithms use in practice and share beyond the business classroom.
- Business resources can be used to show how personal information is aggregated (e.g. Data Axle's Reference Solutions) all academic classrooms
- We can share lesson plans we've created on centered social media and evaluating non-scholarly resources.

How is the
value of an
academic
library
determined?



- Explaining Our Value to Stakeholders
 - Changing how libraries approach resource negotiations for materials that meet our community's needs
 - Teaching information literacy with nimbleness within an evolving information landscape
 - Forming connections to resources and people

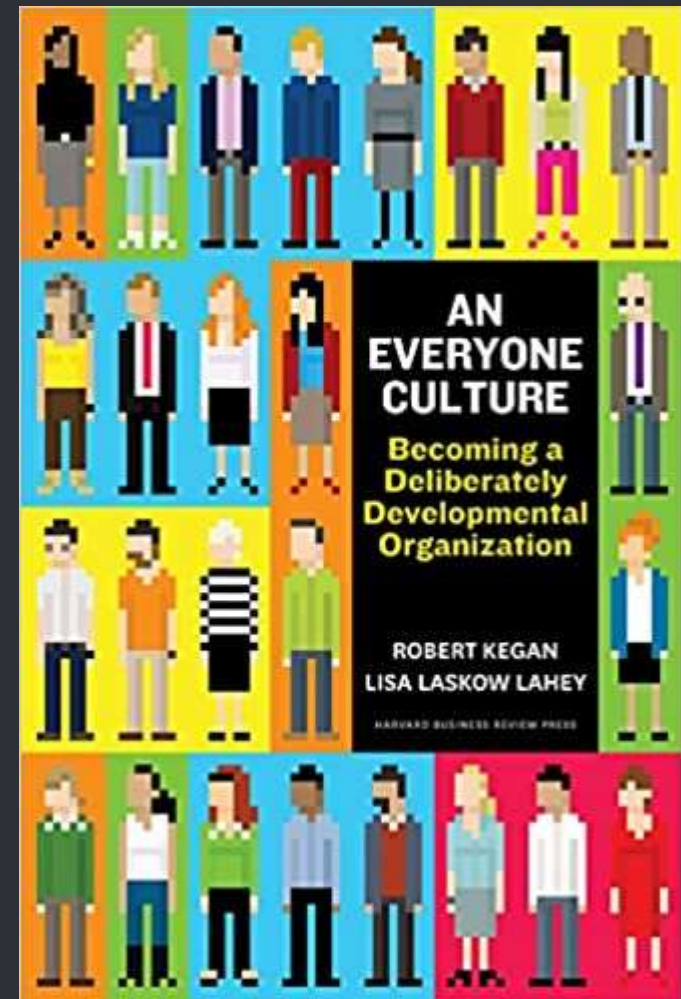
- How Business Librarians Can Help

- - Help managers within libraries find management resources.
 - Books, databases, and people
 - Use your expertise, for instance...
 - Data visualization of library assessment data
 - Competitive intelligence of e-resource vendors and scholarly publishing
 - Interdisciplinary lesson plans

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Concluding Thoughts

Business Book Recommendation



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